**To:** Staszak, Cynthia[cstaszak@blm.gov]

Cc: Ginn, Allison[aginn@blm.gov]; Larry Crutchfield[lcrutchf@blm.gov]; Richardson,

Michael[mjrichardson@blm.gov]

From: Betenson, Matthew

Sent: 2017-12-12T18:22:32-05:00

Importance: Normal

Subject: Re: GSENM FRN Comm Plan

**Received:** 2017-12-12T18:23:03-05:00 <u>CommPlan FRN GSENM 121218 MB.docx</u>

A couple of extra comments:

On Tue, Dec 12, 2017 at 4:17 PM, Staszak, Cynthia <<u>cstaszak@blm.gov</u>> wrote:

Allison:

I added some contact names to your list and crossed out the wrong target audience paragraph. Larry & Matt may have additional info/edits.

Cindy Staszak Monument Manager Grand Staircase-Escalante National Monument 669 S. Hwy 89-A Kanab, UT 84741 Office: 435 644-1240

Office: 435 044 1240 Cell: 435 691-4340 Fax: 435 644-1250

On Tue, Dec 12, 2017 at 10:13 AM, Ginn, Allison <aginn@blm.gov> wrote:

GSFNM-

We were asked to draft a comm plan for the release of the NOI for the new land use plan under a very short turnaround. We were specifically asked to include Q&As about interim management, even though we would not normally do so for an NOI.

Can you please help fill out the contact lists for tribes, NGOs, local government, etc. and also draft text for any highlighted placeholders. We are requesting this information as soon as possible. Please also point out any factual errors in the document so that we can correct them.

As I understand it, the NOI is at the WO/DOI level pending finalization of language for the Federal Register Notice. We have not been asked to provide briefing materials, as the NOI is expected to be fast-tracked. We do need a comprehensive comm plan for the roll-out of the NOI, which could happen very soon.

Thank you- and apologies for the short notice.

Regards,

Allison Ginn External Affairs (Detail) Bureau of Land Management Utah State Office 801-539-4 195

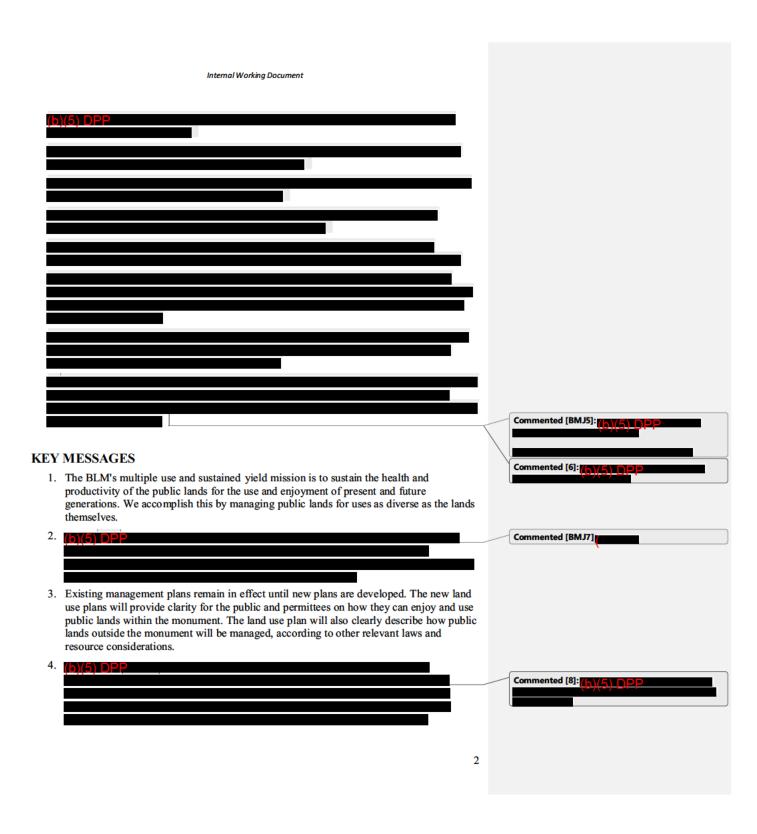
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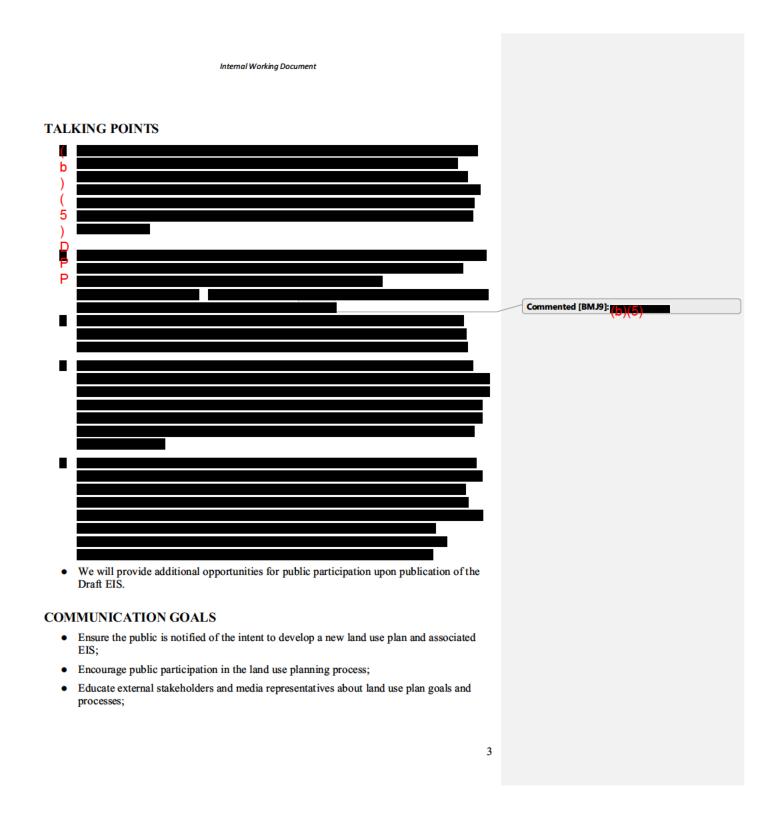
# **Matt Betenson**

Associate Monument Manager

Grand Staircase-Escalante National Monument 669 South HWY 89A, Kanab, UT 84741 435-644-1205 435-644-1250 fax

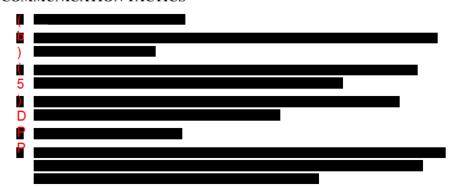
Internal Working Document Notice of Intent to Prepare Resource Management Plans for the Grand Staircase-Escalante National Monument-Grand Staircase, Kaiparowits, and Escalante Canyon Units and Federal Lands previously included in the Monument that are excluded from the Boundaries and Associated Commented [1]: (5) DPP **Environmental Impact Statement Communication Plan** December 2017 INTRODUCTION The Bureau of Land Management's (BLM) Grand Staircase Escalante National Monument (GSENM) and Kanab Field Office (KFO) are publishing a Notice of Intent (NOI) that the BLM GSENM and Kanab Field Office, Kanab, Utah, intend to prepare RMPs for the GSENM Commented [2]: Grand Staircase, Kaiparowits, and Escalante Canyon Units, and federal lands previously included in the Monument that are excluded the boundaries. These land use plans will encompass BLM administered surface in Garfield and Kane Counties, Utah. **BACKGROUND** (b)(5) DPP Commented [3]: (5) (5) Commented [4]: (b)(5) DPP 1





- Ensure the public is aware of how they can participate in the process and submit comments regarding the land use plan;
- Ensure BLM Utah is prepared to respond to media inquiries with one voice and a consistent message.

## COMMUNICATION TACTICS



### SOCIAL MEDIA



# QUESTIONS AND ANSWERS

Why is the BLM conducting land use planning?



How do I comment on the Notice of Intent?



What are the major differences between the previous GSENM boundary established in 1996 and the revised monument boundary established in 2017?

Commented [10]: ((h)(5) DPP

Internal Working Document	
(b)(5) DPP	
INTERIM MANAGEMENT Q&As	Commented [11]: (15) [15]
How will BLM manage paleontological resources within both the original and modified boundaries of GSENM?	
(b)(5) DPP	
	Commented [12]: (h) (5) DPP
How will BLM manage leasable mineral resources within both the original and modified	
boundaries of GSENM?  (b)(5) DPP	
How will BLM manage locatable mineral resources within both the original and modified boundaries of GSENM?	
(b)(5) DPP	
How do changes in the GSENM boundary affect travel management or route designations?  (b)(5) DPP	
How do changes in the GSENM boundary affect livestock grazing management?	
( <u>b</u> )( <u>5</u> ) DPP	
5	

Can I still visit the new national monument?

(b)(5) DPP

Can I hunt or fish within the new national monument?

**b)(5)** DPP

Do changes in the GSENM boundary affect the need for overnight camping permits?

b)(5) DPF

# ADDRESSES:

(b)(5) DPP

# TICK TOCK

Date	Action	Responsibility
)(5) DPP	Set public meeting dates, times, locations	UTSO Public Affairs/GSENM
	Week Ahead for WO	UTSO Public Affairs/GSENM
	Confirm inbox ready to receive comments	GSENM
	Finalize news release and coordinate with all appropriate State/District/Field Office and Washington Office (WO)/National Program Office managers, staff, and specialists	UTSO Public Affairs

(b)(5) DPP		
(2)(3) 2	Call or email Governor's office/PLPCO	UTSO state director
	Call Congressional district and Senate staff	WO Kim Finch (DC) GSENM Manager
	Call or email Kane and Garfield County representatives	GSENM Manager
	Post news release to BLM Utah website	Webmaster/social media manager
	Email news release to media, adjacent landowners, and stakeholders	UTSO and GSENM PAO
	Share on Facebook and Twitter	Webmaster/social media manager

#### TARGET AUDIENCES:

#### (b)(5) DPP

Specific contacts are provided in the following tables. Primary contacts include:

- · Congressional officials
- State Agencies: Governor, Public Land Policy Coordination Office
- Local government agencies: Garfield and Kane counties
- Other federal agencies: National Park Service, US Fish and Wildlife Service, etc.
- Tribes: Hopi, Zuni, Navajo, Kaibab Paiute, Paiute Tribes of Utah, San Juan Paiute, and Ute.
- Local communities (Kanab, Escalante, Big Water, Cannonville, Boulder, Glendale)
- Recreationists (backpacking, hiking, mountain biking, rock art/archaeology/paleontology groups, OHV users)
- Special interest groups/Nonprofit organizations: Grand Staircase Escalante Partners, Glen Canyon Natural History Association, Southern Utah Wilderness Alliance, The Grand Canyon Trust, Great Old Broads for Wilderness, etc.
- · Industry energy, grazing, mining
- · Local law enforcement agencies
- · Cultural resources preservation organizations

Commented [BMJ13]: (5)(5) DIPP

- Private landowners adjacent to or near planning area boundaries
- GSENM Monument Advisory Council
- General media for Salt Lake City and Kanab/Escalante area
- General public (via project mailing list)

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Con	gressional

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Group	Contact	Contact Info
Sen. Orrin Hatch	Romel Nicholas	romel_nicholas@hatch.senate.gov
Sen. Mike Lee	Heath Hansen	heath_hansen@lee.senate.gov
Rep. Rob Bishop	Adam Stewart	adam.stewart@mail.house.gov
Rep. Chris Stewart	Cam Madsen	cam.madsen@mail.house.gov
Rep. John Curtis	Ryan Leavitt	ryan.leavitt@mail.house.gov
Rep. Mia Love	Joshua Satterfield	joshua.satterfield@mail.house.gov

#### Media

ricula			
Group	Contact	Contact Info	Responsible
Statewide media list	Various	Various	(b)(5) DPP

## **Utah State Government**

Group	Contact	Contact Info	Responsible
Utah State Government	Cody Stewart	Phone: (801) 538 8802 Email: codystewart@utah.gov	(b)(5) DPP
Liaison to BLM	Carmen Bailey	Email: carmenbailey@utah.gov	

PLPCO	Kathleen Clarke	Phone: (801) 538 7107 Email: kathleenclarke@utah.gov
State Historic Preservation Office	Chris Merritt	Email: cmerritt@utah.gov

# National Park Service

Group	Contact	Contact Info
NPS, Glen Canyon National Recreation Area	Billy Shott Superintendent	Phone: 928 608 6205 Fax: 928 608 6204 Email: billy_shott@nps.gov
NPS, Glen Canyon National Recreation Area	Erin Janicki Chief of Planning and Compliance	Phone: 928 608 6205 Fax: 928 608 6204 Email: erin_Janicki@nps.gov

# **Environmental/Conservation**

Group	Contact	Contact Info
The Wilderness Society	Phil Hanceford	Phone: 303 650 5818 ext 122 Email: phil_hanceford@tws.org
Grand Canyon Trust	Mary O'Brien	Phone: 435 259 6205 Email:
Southern Utah Wilderness Alliance	Neal Clark, Field Attorney	Phone: 435 259 7090 Email: neal@suwa.org
Western Watersheds Project	Jonathan Ratner	Phone: 877 746 3628 Office: 801 328 3550 Email: jonathan@westernwatershe ds.org

			(b)(3) DFF
Western Watersheds Project	Laura Welp	Phone: 435 644 8129 Email: laura@westernwatersheds.o	
Wild Utah	Jim Catlin	Phone: 801 389 1639 Email: jim@wildutahproject.org	

(b)(5) DPP